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ABSTRACT

This guide to resources in consumer education for grade levels K-12 is a revision and updating of a previous guide, ED 070 719. Resources are described in the following categories: multimedia; films; filmstrips; slides, pictures, and transparencies, booklets and study materials; books; records and tapes; teaching units, guidelines, and bibliographies; and games and other teaching aids. The bulk of the entries are filmstrips and booklets. Descriptive information such as grade level, cost, titles and component parts, developers, purpose, and format are included where available. Source information is included for each entry. (JH)

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RESOURCE MATERIALS FOR CONSUMER EDUCATION

(A REVISION)

August 1974

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Consumer Protection Educator

SP008003

Alaska Department of Law
Consumer Protection Section
In conjunction with
Alaska Department of Education

Alaska Revision of:

RESOURCE MATERIALS FOR CONSUMER EDUCATION

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RESOURCE MATERIALS FOR CONSUMER EDUCATION

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I. MULTI-MEDIA

A. Kits and educational materials from: Changing Times Education Service
1729 4th Street N.W.
Washington, D.C. 20006

1. Changing Times Teacher's Journal--

Cost: $2.65 a year plus individual subscription to Changing Times magazine.

The Changing Times Teacher's Journal is in newsletter format, which includes a full page inquiry-oriented visual along with suggestions related to Changing Times.

2. Mini-Units: 40 copies of reading from Changing Times of interest to teens. These student copies are supplemented with an inquiry-oriented teaching guide and transparency master. Order by name and number.

High cost of driving a car and what to do about it	$ 8.00
The art of buying a car	$ 8.00
Used Car Dealers, See How they Operate	$10.00
Everyday ways to cut down pollution	$ 8.00
The next sound you hear may be just too much	$ 8.00
This Energy Crisis, Is it Real?	$10.00
Jobs: An updated look into the future	$ 8.00
Here's what's happening to your living costs	$10.00
How a practical family managed its money	$10.00
Hard facts about easy credit	$ 8.00
Warning! Double check those charge accounts	$ 8.00
New rules that protect your credit rating	$ 8.00
How to Pay Less for an Auto Loan	$ 8.00
How to go about buying a business	$ 8.00
Choose Your bank carefully, then use it right	$ 8.00
The best place to put your savings	$ 8.00
Is saving obsolete?	$ 8.00
What kind of life insurance should you buy?	$ 8.00
How much life insurance do you need?	$10.00
How to buy auto insurance today	$ 8.00
Will "no-fault" bring cheaper, better auto insurance?	$ 8.00
Landlords v. tenants, rules of the game are changing	$ 8.00
Should a single person buy a house?	$10.00
Where's the best place to live?	$10.00

3. 5-Unit Teacher's Resource Kit on "Money Management"--

Cost: $22.50 plus $1.75 postage and handling.

Includes separate unit on earning, spending, borrowing, saving and budgeting plus a teaching guide. Package

includes an actual job application, role playing situations, transparencies on credit and saving and a simulation game on budgeting.

4. 3-Unit Teacher's Resource Kit on "The Marketplace"--

Cost: $22.50 plus $1.75 postage and handlin

Includes material on How to use Advertising, Avoiding Gyps and Frauds and Safeguards for Shoppers. Includes 24 page teaching guide.

Among innovative teaching aids included are:
- Transparency Set--illustrates how to read, use and compare ads
- Bulletin Board Project on how Shoppers use Ads
- Independent Activities Booklet
- Case Study of Gyps and Frauds
- Recording of Four Buyer-Seller Dialogues to Help Students Spot Fraud Situations and High Pressure Selling Tactics
- Simulation Game--"Swindle" to illustrate the importance of investigating before buying
- Teaching Tool Book of Facts, Role Plays and Puzzles

5. Teacher's Resource Kit on "Consumer Law: Rights and Responsibilities"--

Cost: $64.50 includes postage and handling.

Informs students of their legal rights and responsibilities as buyers. Shows the relationship of law to consumer rights. Acquaints them with channels for redress of grievances. Includes classroom size sets of four case study books, reinforced with color transparencies, record, exercises, crossword puzzle, simulation game, transparency masters, wall chart and bulletin board project.

6. Teacher's Resource Kit on "Insurance"--

Cost: $64.50 includes postage and handling.

Enables students to gain understanding of all types of insurance, be able to define their goals and expectations involving insurance and to sharpen their skills as insurance consumers. Includes: four multimedia learning units, including student case study books, recording, color transparencies, simulation game, student activity book, bulletin board project, reading and resources list and teaching guide.

B. Personal Money Management from: Paul S. Amidon & Associates, Inc.
5408 Chicago Ave. South
Minneapolis, Minnesota 55417

Cost: $79.50--Transparencies and reel

$69.50--Transparencies and cassettes
$19.95--32 transparencies without tape
10 audio tapes and 32 transparencies

Level: Junior high and high school

Sample Transparencies:
Kinds of money loans and charge accounts
Credit application and agreement
Installment loan forms
Disclosure statement on loans; bank statement
Conditional sales contract
Check register
Sample checks
Endorsements

Lesson Titles
Buying Habits and Money Management
Using Credit as a Tool
The Cost of Credit
Credit Instruments
Money Problems and How to Avoid Them
Mastering Your Money
Protecting Buy Power
Checking Accounts and How to Use Them
Using a Savings Account
The Full-Service Bank

Also from Paul S. Amidon & Associates, Inc.:

You are Important (Economic Learning Kit)

Cost: $9.50--17 transparencies, 9 Think-Study Sheets, Teacher Suggestion Sheet

Level: Grades 4-6

Concepts included are: Making Choices, Role of Advertising, Family Economic Planning, Consumer Choice, Unlimited Wants--Limited Resources, Importance of the Individual, Role and Functions of Banks

Simulation Wheels

Cost: Complete Set (Teacher's Manual, 3 sets of Student Roles, 35 participant manuals, Activity Sheet Tablet)--$40.00. Sample Set--$2.50

Level: High School and Junior College

Designed to provide students a simulated experience in purchasing and maintaining a car successfully for one year. May be used with or without computer. The computer program is written in BASIC and is available through Honeywell time-shared EDINET centers.

C. Priorities, Decision, Security; the role of life insurance in a young life style. Kit available from: Educational
Educational Division
Department MI
Institute of Life Insurance
277 Park Avenue
New York, New York 10017

Cost: $20.00 a kit

Level: High school students

Includes two filmstrips, "Who am I?" self analysis sheet, "What I Want" exercise, overhead transparencies, "Crossroads" simulation game and teacher's guide.

D. Economic Processes--Dramatizing Basic Foods

Sound filmstrips and study guide from: Filmstrip House, Inc.
432 Park Avenue South
New York, New York 10016

Cost: $32.00 a set

Level: Grade 3 and up

Set includes 4 filmstrips, 2 records or cassettes, scripts and study guides.
Set #1--milk, wheat, sugar, salt
Set #2--beef, pork, fish, poultry

Students can see the sequence of how food goes from farmer to consumer. They can become familiar with a variety of occupations, too. Students are introduced to factors that affect prices and choosing substitutes.

E. Modern Consumer Education From: Grolier Education Corporation
845 Third Avenue
New York, New York 10022

Cost: $274.50--with cassette recorder
$249.50--without cassette recorder
(available in modules $38.00-$72.00, depending on module)

Kit is organized into 39 teaching lessons in these 6 groups:
Food, clothing and shelter
Cars, furniture, appliances
Protecting Family Health and Security
You and the Law
Ways to Handle Money
Ways to Shop

These materials originally were developed by the Office of Economic Development. Present package--color coded to

provide maximum flexibility. Includes 13 cassette tapes, 27 programmed learning texts, 2 filmstrips, 6 student record books (30 copies of each in the kit), answer key cards, classroom wall chart and instructor's manual. Instructor's manual includes introduction to consumer education, performance objectives, evaluation techniques, group projects and activities, answers to all the questions.

F. Food Buymanship Kit from: Kraft Foods Education Department
Department H
P. O. Box 6567
Chicago, Illinois 60680

Cost: $6.50 a kit

The kit includes a curriculum guide, five teaching guides, filmstrip, "Mini Shopping Experience--Touring the Dairy Department," sample food labels, 50 student reference folders. The 5 teaching guides are: Food Buying Basics, Understanding the Supermarket, Factors Influencing the Food Prices, A Product Comes to Market, Mini Shopping Experience Filmstrip Guide

G. Materials Available from J. C. Penney, Co.
1301 Avenue of the Americas
New York, New York 10019

a. Dynamic Consumer Decision Making

Cost: $11.50 or free loan from local manager

Includes Educator's Guide, tape, slides, script, overheads, worksheets, and flip chart.

b. Forum Magazine, Fall/Winter 1972

Cost: $1.25--single copies

"Updating Consumerism" approaches the whole consumer topic from an issue's point of view.

Insights Into Consumerism Fall/Winter 1972

Cost: $1.25 single copies

A portfolio of current happenings in consumerism. The first publication is a Mini lesson on "inflation." Includes overhead transparencies, newsletter on consumer issues, script and bulletin board display, student learning experience.

d. "Credit: A Consumer Resource"

Cost: $12.50

Includes: 3-part filmstrip, case studies, transparencies and teacher's guide.

e. "Dynamic Consumer Decision Making"

Cost: $11.50

Includes: Guide, tapes, slides, scripts, overheads, worksheets and flip chart.

f. "Today's Consumer Faces Value Issues"

Cost: $3.00

Includes: 10 minute cassette tape with overhead originals

H. "Consumer Education" available from:

National Education Association
1201 16th St. N.W.
Washington, D.C. 20036

Kit includes teacher's manual, lesson plans, workshop masters, 10 transparency masters and text, "Getting Credit" filmstrip with tape, Getting Credit and Banking Services, 25 7-inch recorded discs.

I. "Mobile Housing Resources Package" available from:

Mobile Home Manufacturers Assn.
Consumer Education Division
Dulles International Airport
P. O. Box 17404
Washington, D. C. 20041

Cost: $4.00

J. "Classroom Money Management Kit" available from:

CUNA Mutual Insurance Society
P. O. Box 391
Madison, Wisconsis 53701

Cost: $9.95

Includes: T guide, glossary, 4 cassettes, 1 copy Guidelines for Consumer Education, 30 copies "Personal Money Manager", 30 reprints "Smart Saving, Borrowing, Budgeting and Managing Your Money Game"

K. "Installment Credit: A Programmed Learning Booklet"

available from: Visual Education Consultants, Inc.

Madison, Wisconsin 53701

Cost:

-Credit Concepts--$7.95
-The Installment Contract--$3.95
-Charge It Please--$3.95
-Credit Sources--$3.95

also: credit dictionary, activity sheet, student resource unit, crossword puzzle

II. FILMS

A. Advertising and Competition available from:

Modern Talking Picture Service
c/o Photo and Sound Company
1205 N. 45th Street
Seattle, Washington 98103

16mm color film--28 1/2 minutes released in 1968. Covers salesmanship and the effects of advertising on prices.

B. Just Sign Here available from Better Business Bureau
220 Church Street
New York, New York

16mm film (color)--15 minutes--released 1969, to help persons avoid consumer fraud

C. The Last Word available from: Sterling Films
Distribution Center
915 N. W. 19th Avenue
Portland, Oregon 97209

Cost: Free Loan

16mm film--20 minutes--Responsibilities of the homemaker in the American marketplace. Also shows indepth testing at a modern research center.

D. A World Without Money available from Sterling Films

Cost: $175.00

16mm--14 minutes--The history of money as a means of exchange is traced from use of sea shells and stones to coins and aurrency and finally to credit cards. Acquaints students with the economic concepts underlying the institution of credit cards.

E. Economic Education available from Sterling Films

Level: High School

16mm color film--28 minutes (1967). Explores the marketplace. Suggests ways to make economics appealing to high school students.

Other films available from Sterling films:

1. "The Littlest Giant"--14 minutes, color
2. "The Wise Use of Credit"--color, sound, 11 minutes
3. "A Reason for Confidence"--concerns FDA. (1966), (free loan)
4. "Just Sign Here"--rental, $10.00 a day, (1969) 14 minutes

F. Using Money Wisely available from: Journal Films, Inc.
909 W. Diversey Pkwy.
Chicago, Illinois 60614

Cost: $240.00

Level: Sr. High School, Adult

16mm--18 minutes--Robert Webster, a professional money management counselor, reacts to the cliches and excuses that the "man-in-the-stree" offers. He introduces us to three typical families with money problems. These families represent a cross-section of economic levels. We follow them as they encounter, and reach solutions to their money management difficulties.

G. Deciding available from: Centron Educational Films
1621 W. Ninth Street
Lawrence, Kansas 66044

16mm--Soon to be released. The first of a series of new consumer education materials for elementary grades. The film documents a shopping excursion by a brother and sister to buy a gift for their father.

H. Films available from: BFA Educational Media
2211 Michigan Avenue
Santa Monica, California 90404

1. "Consumer Power: Whistleblowing"

Cost: $310.00 Rent: $25.00

(1973) Color, sound, 23 minutes, junior high to adult

2. "Consumer Power: Credit"

Cost: $275.00 Rent: $22.00

(1973) Color, sound, 20 minutes, high school, college and adult levels

3. "Consumer Power: Advertising"

Cost: $285.00 Rent $20.00

(1971) Preview privileges, color, sound, 22 minutes

4. Consumer Education Series

Cost: $3.00 each (Rental Rate)

a. Budgeting
b. Installment Buying
c. Retail Credit Buying

I. Films available from: Communications Group West
6335 Homewood Avenue
Hollywood, California 90028

1. "Harry J. Woods is at the Door" (1973)
Color, sound, 13 minutes, junior high to adult

Cost: $170.00 Rent: $17.00

2. "A Credit Card Bouquet" (1973)
Color, sound, 10 minutes, junior high to adult

Cost: $130.00

J. Films available from: Michigan Consumer Education Center
University Library
Eastern Michigan University
Ypsilanti, Michigan 48197

1. "The Money Tree" (1971) (AIMS)
Color

2. "On Guard - Bunco!"(AIMS)

Cost: $330.00

K. Films available from: Pyramid Films
Box 1408
Santa Monica, California 90406

1. "The Consumer Game" (1973)
Color, sound, 17 minutes, ages: 12-adult
Cost: $260.00 Rent: $20.00

2. "Soul and Bread"
Concerns spending plans, ages 6-12
Cost: $180.00 Rent: 15.00

L. Films available from: NET Film Sevrice
Audio Visual Center
University of Indiana
Bloomington, Indiana 47401

1. "Banks and the Poor"
Black and white, 59 minutes
Cost: $265.00 Rent: $13.50

2. "The Poor Pay More"
Depicting problems of the urban ghetto consumer. 60 minutes

Other Available Films Are:

"Consumerism: Let the Seller Beware"

For above listed film write:

Education Division
Document Associates Inc.
573 Church Street.
Toronto 285, Ontario, Canada

Cost: $300.00 (1973)

"Consumer Education Series"

Film Fair Communications
10900 Ventura Blvd.
Studio City, California 91604

Color, (1972)

1. On Your Own, 23 minutes, Cost: $300. Rent: $3
2. This is Fraud, 8 minutes, Cost: $115. Rent:$1
3. Magical Disappearing Money, 11 minutes, Cost: $145.00 Rent: $15
4. The Buy Line, 14 minutes, Cost: $180 Rent: $15
5. Foot in the Door, 9 minutes, Cost: $140 Rent: $15
6. Tommy's First Car, 11 minutes, Cost: $145 Rent: $15
7. Read Before You Write, 6 minutes, Cost: $100 Rent: $10
8. There is a Law Against It, 8 minutes, Cost: $115 Rent: $10
9. Your Right to a Hearing, 9 minutes, Cost: $1 Rent: $10

"Supermarket Purchases"

The Film Library, Roberts Hall
Cornell University
Ithaca, New York 14850

Cost: Handling Charges
Series of 8, two inch video tapes
Series of 8, 16mm black and white
30 minutes each, on topics relating to Supermarket news.

"Consumers Want to Know"

Consumers Union Film Library
267 West 25th Street
New York, New York 10001

Free loan, 30 minutes high school

"The Money Tree"

Hanna-Barbera Productions
Educational Division
3400 Cahuenga Blvd.
Hollywood, Ca. 90068 Cost: $260

"The Supermarket"

Consumer Services
Sperry and Hutchinson Co.
P. O. Box 935
Fort Worth, Texas 76101

Cost: $2.00 rental fee

12 minutes, color

"You'll Earn It"

CUNA Mutual Insurance Society
Box 391
Madison, Wisconsin 53701

Free Loan from: Modern Talking Picture Service
c/o Photo and Sound Co.
1205 N. 45th Street
Seattle, Washington 98103

(1973), Cost: $90.00, 24 minutes, color, sound

"The Owl Who Gave a Hoot"

Modern Talking Picture Service
c/o Photo and Sound Co.
1205 N. 45th Street
Seattle, Washington 98103

Free Loan, Sound, Color, 13 1/2 minutes, animated cartoon

"The Wise Use of Credit"

Educational Service Division
National Consumer Finance Association
1000 Sixteenth St. N.W.
Washington, D. C. 20036

available from: Northwestern Area Exchange
915 N.W. 19th Avenue
Portland, Oregon 97209

Free Loan, 11 minutes, color, sound

"Their Reasons Are Their Own"

Mobile Home Manufacturers Association
Consumer Education Division
Dept. HEC-73
Box 32
Chantilly, Virginia 22021

available from: Modern Talking Pictures
c/o Photo and Sound Co.,

Above listed film available from:

Modern Talking Pictures
c/o Photo and Sound Co.
1205 N. 45th Street
Seattle, Washington 22201

"Nutritional Quackery"

AIMS Instructional Media Service, Inc.
P. O. Box 1010
Hollywood, California 99028

Cost: $270 (Free Previewing)
(1973), color, sound, 20 minutes, junior high to adult

III. FILMSTRIPS

A. Using Your Money from: Journal Films, Inc.
909 W. Diversey Parkway
Chicago, Illinois 60614

Cost: Complete set $350.00; 6 sound filmstrips
Individual: $22.00 each

Six correlated color, sound filmstrips; 16mm
Instructors Guide--includes dialogue, introductory techniques, sample games, tests, and transparency masters.
The six filmstrips are:

1. Using Someone Else's Money (61 frames and record) The problems of a young married couple who wish to borrow money.
2. Making the Best Buy in Foods (74 frames and record) Effective planning followed by careful selection.
3. Buying Clothing (88 frames, record) Wise planning for a long term investment in clothing.
4. When You Buy a Car (81 frames, record) Risks are reduced to a minimum.
5. Buying a House (76 frames, record) The most important buying decision.
6. Guaranties, Warranties & Services--An item must be suited to the purpose for which it is sold.

B. Consumerism: The Dangers of Affluence from:

Charles W. Clark Company
564 Smith Street
Farmington, New York 11735

Cost: JH4-5580 Set of two filmstrips, LP record & Guide $35
JH5-5580 Set of two filmstrips, Cassette, Guide $37

Level: Junior high, high school, college

C. Getting Your Money's Worth from: SVE Educational Filmstrips
1345 Diversey Parkway
Chicago, Illinois 60614

Cost:

621-SAR Six filmstrips, 3 records, 6 teacher's guides $52.50	
621-SATC Same except with cassette	$58.50
Individual filmstrip with guide	$ 7.50
Individual Record	$ 4.00
Individual Cassettes	$ 6.00

Story-situations in the filmstrips emphasize spending and saving alternatives, thus helping students define their goals and values and sharpening their critical evaluation of day-to-day purchases. The six filmstrips are:

621-1. Why You Need Consumer Know-How. A study of today's marketplace, factors affecting consumer decisions. (70 frames)

621-2. A Blueprint for Money Management. Establishing a workable budget, learning wise money management. (69 frames)

621-3. Buying Wisely. Emphasizes elements involved in prudent buying practices. (79 frames)

621-4. Making Credit Work for You. Good and bad points of consumer credit and installment buying. (72 frames)

621-5. Saving To Reach Your Goals. Different savings plans, establishing savings accounts. (63 frames)

621-6. Let the Buyer Beware. Fraud: The "bargain" deceptive advertising, excessive rates on installment buying. (65 frames), Level: Jr. High, Sr. High, College, Adult

D. Using Numbers Series from: Charles W. Clark, Co.
564 Smith Street
Farmingdale, New York 11735

Cost: Each filmstrip $6.00
Each LP $5.50
Each Cassette $6.00

Level: Primary

UN--7983 Making Change

UN--7984 How Much? Takes numbers out of the classroom through fantasy.

E. Buyer Beware from: Westinghouse Learning Press
100 Park Avenue
New York, New York 10017

Cost: #22-8220 six color filmstrips (records) $79.50
#2C-8220 six color filmstrips (cassettes) $91.50

Based on guidelines set forth by President's Committee on Consumer Interest Program is designed to help a person exercise his consumer rights more actively, differentiate wants from needs, develop budgeting procedures and distinguish quality from non-quality products. It features commentaries by leading consumer advocates.

F. Managing Your Money Series from: Learning Arts
P. O. Box 917
Wichita, Kansas 67201

Cost: 6 color filmstrips $44.00 (by McGraw-Hill)
Each filmstrip $ 8.50
Level: Jr.-Sr. High

These filmstrips are designed to help young people understand some of the problems of money management that they will face as wage earners.

1. Earning Your Money
2. Paying Your Bills
3. Spending Your Money
4. Borrowing Your Money
5. Making Money Work For You
6. Buying Insurance

G. Consumer Studies (spring, 1972,): Discussion Guide
Guidance Associate
Pleasantville, New York
10570

Cost: 7D-403640 1 filmstrip; 10" LP - $16.00
7D-403657 1 filmstrip; 1 Cassette - $18.00

I. Buyer Beware! probes a wide variety of fraud and misrepresentation found in advertising and retail practices.

H. Money Well Spent Describes the vastness of our American economy; discusses the relationship between consumer and seller/advertiser; consider sales appeal based on irsecurity, gullibility emphasizes the importance of digging hard information from ads and labels.

Cost: 1 10" LP/2H-403 582/$17.50

Available from Discussion Guide

I. The Paycheck Puzzle Humor-filled case study helps students retain facts about payroll deductions and employee benefits. Part I explains automatic and voluntary deductions. Part II examines types and variations of benefits young workers may encounter. The program explains key forms and documents; increases confidence by building base of information.

Cost: 2 parts/2H-102 325/$37.50 (1973-74 release)

Available from Discussion Guide

J. The Price of Credit Simulates a used car deceptive sales lines; underscores the importance of reading all sales documents and insisting they be completed on the spot. Explores credit problems; suggests comparison shopping for best credit terms.

Cost: 1 filmstrip; 1 10" LP/2H-403 582/$17.50

Available from Discussion Guide

K. Making Ends Meet Structures a family budget emphasizing orderl allocation of money resources, the importance of staying within present limits, flexibility in viewing priorities and particularly in approaching luxury purchases.

Cost: 1 filmstrip; 1 10" LP/2H-403 665/$17.50

L. The Food and Drug Administration: A Nation's Watchdog? Surveys FDA's history from 1906; probes current functions, failure obstacles. Comment by James Turner (investigator for Ralph Nader) and C. W. Cook, Board Chairman for General Foods. Produced in Cooperation with The Associated Press.

Cost: 2 parts/2H-406 288/$37.50
Available from Discussion Guide

M. Our Money System A survey of American financial institutions, their interrelationship amd practical effects on daily life. Program investigates Federal Reserve System, Bureau of the Budget, stock market interest rates, taxes, investment credits. Produced in cooperation with The Associated Press.

Cost: 1 part/2H-101 251/$37.50
Available from Discussion Guide

N. Our Credit Economy Senator Proxmire helps explain history of his credit availability, pitfalls for the poor and middle class, credit bureau practices, needed curbs. Produced in cooperation with The Associated Press.

Cost: 2 parts/2H-416 766/$37.50

O. The Exploited Generation Analyzes mass media advertising, appeals to insecurity, conformism, manipulation of youth styles, ways to fight such exploitation.

Cost: 2 parts/2H-101 251/$37.50
Available from Discussion Guide

P. Current Affairs Consumer Education Program

Cost: Each filmstrip/record and cassette/additional 30 minutes recorded interview and teacher's guide.
With records: $25.00
With cassettes: $30.00
Special prices on total series of 6 titles:
$135.00 with records
$162.00 with cassettes

Program is designed to reach young people at a time when they are beginning to establish life-long buying habits. (Produced in cooperation with the Council of Better Business Bureaus, Inc.)

1. The Consumer and Credit (#377)
2. Buying the Basics (#378)
3. Wheels and Deals: Buying Cars and Motorcycles
4. Consumer Be Warned: Frauds and Deceptions
5. Advertising and the Consumer
6. Consumer Power and Social Change

Q. Problems for Young Consumers available from:
Urban Media Materials, Inc.
212 Mineola Avenue
Roslyn Heights, N. Y. 11577

Cost: UMM 405 Complete set $36.50
Individual Titles $ 4.95

Level: Grades 3-8

Set consists of lesson plan, 6 short color (silent, captioned) filmstrips, and student worksheets. The filmstrips range from 15-25 frames each.

The 6 "shortstrips" are:

1. The False Package
2. What Do You Pay? (unit pricing)
3. The Big Scale (comparable value)
4. The Come-On
5. Buy Now-Pay Later. (credit)
6. The Street Vendor (guaranteed quality)

R. McGraw-Hill Filmstrips from: Gamco Industries, Inc.
Box 1911A
Big Spring, Texas 79720

1. Color filmstrips for middle grades:
   a. #MH 400320-3 Percentage and Using Money $8.25
   b. #MH 116211-7 The Story of Money $8.25

2. Color filmstrips for primary grades:

   a. MH-138000-2 It Pays To Save $8.25
   b. MH-138000-3 Johnny Goes To The Store $8.25
   c. MH-099120-2 Visit To A Shopping Center $8.25
   d. MH-402000-1 The Grocer $8.25

S. Selling as a Career from: Charles W. Clark Company, Inc.
564 Smith Street
Farmingdale, New York 11735

Cost: Each filmstrip $6.00; Each LP $5.00; Each Cassette $5.50

Level: Junior high/high school

Set of 8 color filmstrips. Designed for students who may choose career in sales after graduation.

1. UN4-7281 Selling as a Career
2. UN4-7282 The Economics of Selling
3. UN4-7283 Your Person and Personality
4. UN4-7284 Know Your Product
5. UN4-7285 Why People Buy
6. UN4-7286 Selling Techniques
7. UN4-7287 Objections and Objectives
8. UN4-7288 New Horizons in Selling
9. UN4-7280 Set of 8-FL; 8 LP; Manual $68.00
10. UN5-7280 Set of 8-FL; 8 CAS; Manual $70.00

A. Sound Filmstrips for Primary & Intermediate Students from Charles W. Clark Company, Inc.

1. What is Consumer Education? Consumer responsibility begins at an early age in today's society and here is the first set of sound filmstrips, suitable for use with young children as a primer in weekly-allowance-economics. Subjects covered are:

   a. Commercial on TV
   b. Mail Order Coupons
   c. Department Store Shopping
   d. Novelty Buying

Cost: AD4-107 Set of 4-FS; 4 LP; Guide $35.00
AD5-107 Set of 4-FS; 4 CAS: Guide $85.00

2. The Price Is Right--Or Is It? An introduction of basic concepts to young consumers. Designed to illustrate some of the pitfalls and problems encountered by children when faced wit the necessity or the joy of spending money. Each strip explores another aspect of shopping and buying. Accent is on common sense. 1971

Cost: UM4-305 4-FS; 2LPs: Guide $54.00

T. Filmstrips for junior/high school (Financial Problems)

1. The Value of Your Dollar Explains the underlying reasons for the diminishing purchasing power of the dollar and notes that this decline has caused a loss of confidence abroad in the stability of the United States economy. Describes how the current budget and balance of payment deficits foster inflation and erodes the value of the dollar.

Cost: 44 fr. (1968) CU3-310 1 FS $7.50

2. The Securities Industry: From Corporate Birth to Trading On The Exchange A unit of six color sound filmstrips which provide valuable and lucid information on the way America's securities market functions. (1971)

CU4-342 Evolution of a Corporation (338.7)
CU4-343 Securities Market
CU4-344 Exchanges
CU4-345 History of the American Stock Exchange
CU4-346 How a Trade is Made
CU4-347 The Specialist
CU4-349 Set of Six-FS; Six-LP; Game; Tape $78.50
CU4-349 Set of Six-FS; Six-CAS; Game; Tape; $88.50
Each FS/R $15.00 Each FS/C $17.50

3. The Stock Market of Wall Street 332.6 Filmstrip-Sound This set of 5 filmstrips describes the excitement and drama in the workings of our nation's economy. Photographed on location, the five segments are 1) Kinds of businesses, 2) The New York Stock Exchange, 3) Stocks and bonds, 4) The broker, and 5) The future of the Street. The last filmstrip is taped live at the Exchange. (1971)

Cost: AD4-109 Set of 5-FS; 5-LP; Guide $85.00
AD5-109 Set of 5-FS; 5-CAS; Guide $85.00

4. The Nature of Money Money, checks and banks

Cost: UN1-7001 1-REC $5.00
UN2-7001 1-CAS $5.00
UN3-7001 1-FS $6.00

5. Banking

Cost: UN4-7002 Services of Bank
UN4-7003 Checking Account
UN4-7005 Travels of a Check

Each FS $6.00
Each Record $5.00
Each Cassette $5.50 available from:

Charles W. Clark Company, Inc.
564 Smith Street
Farmingdale, New York 11735

U. Agencies that Protect the Consumer Sound Filmstrips available from: Charles W. Clark Company, Inc.
564 Smith Street
Farmingdale, New York 11735

Level: Junior and Senior High School

This series of six filmstrips is designed to inform the studen of the protection, afforded consumers by various organizations from the post office department to the food and drug administratio essential knowledge for every concerned citizen.

UN3-7051 The Food and Drug Administration
UN3-7052 The Federal Trade Commission
UN3-7053 The Post Office Department
UN3-7054 The Department of Agriculture
UN3-7055 State, County, City and Independent Services
UN3-7056 Problem centered Review
UN3-7050 Set of Six FS $36.00
UN4-7050 Set of Six FS; 3LP; Manual $51.00
UN5-7050 Set of Six FS; 3CAS: Manual $52.50
Each FS $6.00 Each LP $5.00 Each CAS $5.50

V. Money Lessons for Primary Grades/Basic Concepts, Recognition & Saving Money available from: Listening Library
1 Park Avenue
Old Greenwich, Connecticut 06870

Cost: EY 135 FX b/w filmstrip $5.00

W. Consumer Education for Elementary Education

Super-Snooper--Food Purchasing practices. Will help develop sound purchasing criteria and alert children to deceptive food merchandising in the marketplace.

Consumer Protection and Responsibility Big Sister and the Lemon--A filmstrip about consumer rights. Will help children become aware of their rights as consumers and illustrates various techniques and mechanisms through which complaints can be register tered.

The Consumer Movement; Its Heroes and History--Will help children see the role of government, grass roots groups and concerned individuals within the movement.

Ecology and Responsibility: Who's in Charge Here? A filmstri about ecology and individual responsibility. Explores relationshi between individual consumers and the environment.

UMM305B-3 3 filmstrips/records $37.50
UMM305BC-3 3 filmstrips/cassettes $40.00 available from:

Urban Media Materials, Inc.
212 Mineola Avenue
Roslyn Heights, N. Y. 11577

X. Fathers At Work available from: Audio-Visual Division
Educational Reading Service
320 Rt. 17
Mahwah, N.J. 07430

Color filmstrip series for young children--"My Dad Works in a Supermarket"
Cost: $7.00

Y. Profit, Money and Banking available from: Warren Schloat Productions, Inc.
Pleasantville, N.Y. 10570

A series of four filmstrips designed to introduce students to the terms and concepts of economics. The four color filmstrips ar
1. What is Profit?
2. Why We Use Money
3. Andy Lends Money to the Bank
4. What the Bank Does With Andy's Money

Cost: $32.00 Catalogue #E/106 4 filmstrips

AA. "Learning About Consumer Education" available from:
Doubleday Multimedia
P. O. 11607
Santa Ana, California 92705

Covers mail order coupons, novelty buying, commercials on T.V., department store shopping.

Cost: Series--$65.00
(1973)
K-6
Four in Series plus cassettes

BB. "Consumer Education Series" available from:
Doubleday Multimedia

Series of six:
1. Introduction to Consumerism
2. Consumer Fraud
3. Shopping the Supermarket
4. Impulse Spending
5. Investments
6. Consumer Law

Cost: W/record $13.50 @ $73.50 complete set
W/cassette $15.50 @ $85.50 complete set
jh-sh
Available on 30-day examination basis

CC. "Consumer Education Series" available from:

Visual Education Consultants
2700 Laura la Middleton
Madison, Wisconsin 53701

1. Credit Sources, 18 frames, 1969, $3.95
2. Charge It, Please, 18 frames, 1969, $3.95
3. The Installment Contact, 18 frames, 1969, $3.95
4. Credit Concepts, 45 frames, 1969, $7.95

DD. "The Youthful Consumer" available from:
The New York Times
Educational Division
229 W. 43rd Street
New York, New York 10036

Free on 30-day approval (record)

EE. "Great American Sell" available from:
The New York Times
Educational Division
229 W. 43rd Street
New York, New York 10036

With cassette

FF. "Managing the Family Affairs" available from:
Eye Gate House
146-01 Archer Avenue
Jamaica, New York 11435
Cost:
Cost: $7.00 @; cassette for 2 f.s. $5.50
Record $5.00
Total Set with record $108.00
Total Set with cassette $111.00

GG. "Consumer Education: Buying Right" available from:
Eye Gate House

1. Deciding to Buy
2. How to Shop
3. Traps to Stay Out Of
4. Getting What You Really Want
5. Recognizing Real Bargains
6. How to Buy

HH. "Consumer Education - Part I" available from:
AIMS Instructional Media Services, Inc.
P. O. Box 1010
Hollywood, California 90028

Cost: Set of Four $60.00

Money management, food, credit and contracts, housing H.S.A.

II. "Consumer Education - Part II" available from:
AIMS Instructional Media Services, Inc.

Cost: Set of Four $60.00
Clothing, Furniture and Appliances, Transportation, Buying Protection--records or cassettes (cartoon form), High School, Adult (level)

JJ. "Advertising and Consumer Motivations" available from:
J.C. Penney Company, Inc.
Educational Consumer Relations
1301 Avenue of the Americas
New York, New York 10019

Cost: $4.50 with record, 6 minute filmstrip (1972)

KK. "Consumer Defense Mechanisms" available from:
J.C. Penney Company, Inc.

Cost: $4.25 with record, 6 minute filmstrip (1971)

LL. "Automobile Insurance" available from:
Insurance Information Institute
110 William Street
New York, New York 10038

Cost: $5.00 with record

MM. "Patterns for Protection, Insurance for the Home"
available from:
Insurance Information Institute

Cost: $5.00 with record

NN. "What Consumers Should Know About Truth in Lending"
available from:
Educational Services Division
National Consumer Finance Association
1000 Sixteenth St., N.W.
Washington, D.C. 20036

Cost: $10.00 with record

OO. "Family Finances Filmstrip Series" available from:
Educational Services Division

Three Parts: Money Has Meaning
Money Makes Sense
Money Needs Managing

Cost: $18.00 a set (comes with guide)

PP. "Money and Credit Management" series available from:
Educational Services Division

Two filmstrips: 1. Your Money Matters
2. You Take the Credit

Cost: School Price $20.00 (includes records)

QQ. "So You Want to Use Credit" Part I and II available from:
Changing Times Education Service
1729 4th Street, N.W.
Washington, D.C. 20006

Cost: With record $39.00
With Cassette $43.50

RR. "Typical Gyps and Frauds" available from:
Changing Times Education Service

Cost: With record $39.00
With cassette $43.00

SS. "Let's Go Shopping" available from:
Changing Times Education Service

Part I--Comparison Shopping
Part II--Supermarket Maze

Cost: With record $39.00
With cassette $43.50

TT. "So You Want Wheels" Part I and Part II available from:
Changing Times Education Service
Cost: With record $39.00 With cassette $43.50

UU. "Budgeting Series" available from:
Interpretative Education
Division of Illinois Envelope Co.
400 Bryant
Kalamazoo, Michigan 49001

1. What is a Budget?
2. Why Budget?
3. What are Expenses?
4. How to Budget.
5. Budget Help.

Cost: $119.00
Five filmstrips and cassettes (1973)

VV. "Insurance: You and Your Car" available from:
Interpretative Education

Cost: $14.95 with cassette
(1973)

WW. "Applying for Credit" available from:
Interpretative Education

Cost: $14.95
Filmstrip with cassette

XX. "Consumer Education Series" available from:
Interpretative Education

Five filmstrips/cassettes

1. Understanding Tags and Labels
2. Bargain Hunting
3. Shopping Tips
4. How to Read Ads
5. How to Judge Shopping Values

Cost: $74.00 (1973)

YY. "Business and You Series" available from:
Gregg/McGraw Hill Book Co.
1221 Avenue of the Americas
New York, New York 10020

Set of Six--Prepared to go with text "General Business for Everyday Living" but could be used in any consumer-related class.

1. Managing Your Money
2. Satisfied Customer
3. Buy Now, Pay Later
4. Substitutes for Cash
5. Putting Savings to Work
6. Sharing Economic Losses

Cost: with records $125.00
with cassettes $150.00
(1973)

ZZ. "Innovative Techniques in Teaching Consumer Education" available from:
Association of Home Appliance Manufacturers
20 N. Wacker Dr.
Chicago, Illinois 60606

Cost: $3.00, 32 frames, 15 minutes (1970)

AAA. "Warranties and the Consumer" avaialble from:
Major Appliance Consumer Action Panel
20 N. Wacker Drive
Chicago, Illinois 60606

Cost: $5.00

BBB. "Buyer Beware" available from:
Westinghouse Learning Corporation
100 Park Avenue
New York, New York 10017

1. Alternatives in the Marketplace
2. Consumer as an Individual
3. Consumer Responsibilities
4. Consumer Rights
5. Consumer in Society
6. Something in Common

Cost: $91.50 (1971)

CCC. "Consumer Advertising" available from:
Glick and Lorwin, Inc.
15 Columbus Circle
New York, New York 10023

Cost: N/A with record (1974)

DDD. Consumer Filmstrips available from:
Current Affairs
24 Danbury Road
Wilton, Connecticut 06891

1.	Consumer Be Warned: Frauds and Deceptions	$30.00
2.	Advertising and the Consumer	$30.00
3.	Consumer Power and Social Change	$30.00
4.	Wheels and Deals: Buying Cars and Motorcycles	$30.00
5.	Consumer and Credit	$30.00
6.	Health: Can We Afford It?	$30.00

(1972-73)

EEE. "Consumer at Large" available from:
Coronet Instructional Materials
65 E. South Water Street
Chicago, Illinois 60601

1. Budget Blues
2. Buying the Big Ones
3. Cash or Credit
4. Everyday Shopping
5. Nurturing A Nest Egg
6. Shopping for Services

Cost: $73.00 set of 6 with cassettes (1972)

FFF. "Learning About Consumer Education" available from:
AIDS
24-20 Little Neck Blvd.
Bayside, New York 11360

1. Mail Order Coupons
2. Novelty Buying
3. Commercials on Television
4. Department Store Buying

GGG. "Marriage and Money" available from:
Institute of Life Insurance
Educational Services
277 Park Avenue
New York, New York 10017

Cost: $4.00 (1973)
Color with record or cassette, 70 frames, 15 minutes
High school, level

HHH. "The Youthful Consumer" available from:
Teaching Resources Films
Station Plaza
Bedford Hills, New York 10507

Cost: With record: $9.00
With cassette: $10.00
63 frames, 15 minutes (1972)

III. "Buyer Beware Series" available from:
Current Affairs Films
24 Danbury Road
Wilton, Connecticut 06897

30 minutes each, produced in cooperation with the Better Business Bureau

Cost: $25.00 with record $30.00 with cassette each
$135.00 with records $162.00 with cassettes (set)

"Buyer Beware Series" continued

1. Consumer Credit
2. Food and Clothing
3. Cars and Motorcycles
4. Frauds and Deceptions
5. Advertising
6. Consumer Power and Social Change

JJJ. "Consumer Land: How High the Mountain?" available from:
Argus Communications
7440 Natchez Avenue
Niles, Illinois 60648

Cost: $17.50 with recorder cassettes
132 frames and color (1972)

KKK. "You, the Consumer" available from:
Society for Visual Education, Inc.
1345 Diversey Parkway
Chicago, Illinois 60614

Cost: 4 filmstrips @ $7.50 (return privilege if not satisfied)
color with records or cassettes, 58 frames, 9 minutes, $4.00 for 2 filmstrips, $6.00 for 2 cassettes

LLL. "Current Affairs Consumer Education Program" available from:
Cassettes Unlimited, Inc.
Roanoke, Texas 76262

1. Advertising and the Consumer
2. The Consumer and Credit
3. Buying the Basics: Food and Clothing
4. Consumer Power and Social Change
5. Wheels and Deals: Buying Cars and Motorcycles
6. Consumer Be Warned: Frauds and Deceptions

Cost: $25.00 with records, $30.00 with cassettes
(1972)

MMM. "Consumer Filmstrips" available from:
Money Management Institute
Household Finance Corporation
Prudential Plaza
Chicago, Illinois 60601

1. Money Talks $3.50 with recorder or cassette
2. Be Credit Wise $2.50 with recorder or cassette
3. You, the Shopper $1.75 (with captions)

NNN. "The Consumer Education Series: Consumer Education I and II" available from:
Hanna-Barbera Productions
Educational Division
3400 Cahuenga Blvd.
Hollywood, California 90068

"The Consumer Education Series: Consumer Education I and II"

Cost: N/A 4 filmstrips, 4 records, or cassettes, guides

OOO. "Caveat" available from:
J.B. Lippincott Co.
Education Publishing Division
East Washington Square
Philadelphia, Pennsylvania 19105

1. Consumer Values
2. One Third of Your Life
3. Consumer Spending
4. Consumer Action
5. Launching Love

Cost: $70.50 (transparencies, cassettes, included)
(1974)

PPP. "Let the Buyer Beware" available from:
Proctor and Gamble
Professional Services Division
P. O. Box 171
Cincinnati, Ohio 45201

Free, comes with record

QQQ. "Money Management Series" available from:
BFA Educational Media
2211 Michigan Avenue
Santa Monica, California 90404

1. Charge Account Applications
2. Charge Cards and Charge Statements
3. Retail Merchants Credit Association
4. The Bank Loan
5. Finance Co.
6. Credit Union

Cost: $7.25 each, records $5.00 each

RRR. "Auto Insurance and You(th)" available from:
American Mutual Insurance Alliance
20 N. Wacker Drive
Chicago, Illinois 60606

Cost: $5.00, 54 frames, 10 minutes

IV. SLIDES, PICTURES AND TRANSPARENCIES

A. Consumerism: Getting Your Money's Worth available from:
Fairchild Publications, Inc.
7 East 12th Street
New York, New York 10003
48 Slides with printed commentary, binder kit and teacher's guide. A basic study of consumerism. Covers such areas as understanding advertising, reading contracts, shopping intelligently, buying mail order, getting competent advice.

Cost: School price: $100.00

B. Learning About Money available from:
Learning Arts
P. O. Box 917
Wichita, Kansas 67201
Sixteen 12" x 17" full color pictures with a 40 page resour manual. Helps young people learn about our economic system ways people earn money, ways to save money, coins, bills, checks and credit cards, taxes.

Cost: $3.95

C. Supermarket Helpers available from:
SVE Educational Filmstrips
1345 Diversey Parkway
Chicago, Illinois 60614
Set SP #123 eight pictures showing stocking shelves, packaging produce, serving produce customer, store dairy manager, preparing meat, customer service, checking out an order, unloading products.

Cost: $8.00

D. Teaching-Pictures--Learning About Money available from:
Audio Visual Division
Educational Reading Service
320 Rt #17
Mahwah, New Jersey 07430
Sixteen pictures to help children learn about money. Pictures can be mounted and used for group discussions.
Level: Kindergarten-third grade

Cost: $3.95

E. Investment Problems Transparencies Analyzing and Solving Verbal Problems available from:
Charles W. Clark Company, Inc.
564 Smith Street
Farmingdale, New York 11735

Cost: $30.63 for 10 transparencies and manual
(Order #UN 7-3609)

F. Fair Credit Reporting Act Transparencies available from:
Paul S. Amidon & Association, Inc.
5408 Chicago Avenue, So.
Minneapolis, Minnesota 55417

9 transparencies list major points of act with questions

Cost: $3.25

7 transparencies plus resource material show major points, examples, etc.

Cost: $3.75

G. Money available from:
Gamco Industries, Inc.
Box 1911A
Big Springs, Texas 79720
7 lesson transparencies (10 visuals) Cat. No. 511 EN-SS--$33.00
7 matching questions transparencies Cat. No. 511 ENQ-SS--$14.00

511.EN--73 Money: Penny, Nickel, Dime, Quarter
511.EN--74 Money: Penny, Nickel, Dime, Quarter, Half-Dolla
511.EN--75 Money: Dollar
511.EN--76 Money: Use of Cent and Dollar Notation
511.EN--77 Money: Addition and Subtraction
511.EN--78 Money: Making Change
511.EN--79 Money: Story Problems

Cost: Each lesson transparencies $6.00
Each question transparencies $2.25

511.CG-65 Collections, containing pennies, nickels, dimes
511.CG-66 Pennies, nickels, dimes, quarters, half-dollars

Level: Second grade

H. A Primer for Consumer Thinking available from:
Consumer's Union
256 Washington St.
Mount Vernon, New York 10550
10 transparencies and 39 page explanatory text which spur discussions of credit, product choice, insurance and sources of consumer information.

Cost: $15.00

I. Dollars and Sense available from:
Visual Products Division
3M Company
Box 3344, 3M Center
St. Paul, Minnesota 55101

1. Consumers: Who? Why? How? (20 visuals)
Helps determine what students want their money to do for them; motivations that stimulate consumers to buy; effective techniques of consumer buying.
15-3529-3 Prepared color Trans.....$35.00

2. Evaluating Advertising (20 visuals)
Designed to give insight into the psychology of advertising. Outlines the functions and forms of advertising and shows techniques used by advertising to get their share of the consumer dollar.
15-3534-3 Prepared Color Trans.....$35.00

3. Using Credit with Understanding (20 visuals)
Presents an overall understanding of how consumer credit has played a part in the growth of the American economy. Shows proper uses, various types and dangers of credit. Shows that the wise use of credit stimulates the manufacture of goods and helps families acguire assets, raising their general level of living.
15-3530-1 Prepared Color Trans.....$35.00

4. Dollar-Stretching Practices (20 visuals)
Designed to help students understand the management of available money; to give assistance in making choices in the spending of money; and to provide assistance in obtaining the things a family needs and wants.
15-3451-8 Prepared Color Slides.....$35.00

5. Stopping Leaks in Family Spending (20 visuals)
Illustrates ways an individual or family may decrease expenditures by studying habits of spending. Also, illustrates that it is possible to determine the area within which costs can be cut; that judicious buying, followed by care of possessions, can stop some of the "leaks" that in many seemingly small ways, economy can play a large role in the financial picture.
15-3542-6 Prepared color Trans.....$35.00

6. Management in Relation to Values and Goals...$35.00

7. Attitudes and Manner in Management.....$35.00

8. Truth in Lending.....$35.00

9. Laws for Consumer Protection
Recognizes that laws and regulations exist to protect the consumer.
15-4684-5 Prepared Color Trans.....$35.00

10. Consumer Protection Sources
Cites examples of agencies, groups, laws and standard that protect the health consumer.
15-4784-3 Prepared Color Trans.....$35.00

11. Various Controls on Mood and Behavior Modifiers
Differentiates among controls on purchase, possession and use of substances that modify mood and behavior.
15-4792-6 Prepared Color Trans.....$35.00

J. "The Consumer Revolution" available from
U. S. Chamber of Commerce
1615 H Street, N.W.
Washington, D.C. 20006

Cost: $15.00 Reel to reel or cassette $5.00
(1970) 63 slides, color, 15 minutes

K. "Slide Series for Consumer Education" available from:
Consumer's Research
Washington, New Jersey 07882

1. Testing at Consumer's Research, 34 slides $5.00 rental

2. Deceptive Packaging, 24 slides, $5.00 rental

3. Food Additives, 28 slides, $5.00 rental

4. Safety in the Home, 34 slides, $5.00 rental

L. "How You Can Cut the Cost of Food...Become An Executive Shopper" available from:
National Canners Association
1133 20th St. N.W.
Washington, D.C. 20036

Cost: $10.00 (1973), 17 slides with 5 minute tape recording and phamplets

M. "The Credit Generation" available from:
Credit News Bureau
P. O. Box 6596
Houston, Texas 77005

Cost: $35.00, with tape, 80 slides, 25 minutes (1970)

N. "Behind the Doors on Main Street" available from:
Media Resources Center
121 Pearson
Iowa State University
Ames, Iowa 50010

Cost: $16.50, 60 slides, script and cassette (1973)

O. "Ads and You" available from:
Media Resources Center

Cost: $8.00, 26 slides, cassette and script (1973)

V. BOOKLETS AND STUDY MATERIALS

A. Consumers Union Booklets and Reprints available from:
Consumers Union
256 Washington St.
Mt. Vernon, New York 10550

1. Consumer Education: Its New Look $2.00 each
2. Weights and Measures and the Consumer $3.00 each
3. The New Key to Credit Shopping (1969 reprint) 25¢ each
4. How to Buy a Used Car (1970) 25¢ each
5. "Teaching Tools for Consumer Education" with classroom subscriptions: free, non-subscribers: $3.50 per school year--This monthly teaching aid gives much valuable, usable information-ideas, source information.

B. Consumer Student Booklets available from:
Paul S. Amidon & Association, Inc.
5408 Chicago Avenue So.
Minneapolis, Minnesota 55417

1. How to Answer When Money Talks--emphasis is on method of orderly thinking rather than facts.
2. Mod Money Management--consumer education with economic overtones. Geared to teenagers.
3. Your Checking Account--all anyone needs to know about handling a checking account.
4. Money, Credit, Banking--our money and credit system in a framework of history.

A teacher guide is included with every 100 booklets. Extra copies of teacher's guide is 50¢ each.

Cost: 1-100 45¢ each
100-500 40¢ each
500+ 35¢ each

C. Consumer Math Series available from:
Behavioral Research Lab.
Box 577
Palo Alto, California 94302

A seven unit series of books designed to help youth learn successful management of mathematics related to his personal affairs and reinforce students' realizatio of the higher earnings and greater vocational opportunities if he completes school. The units are:

1. Vocational and Lifetime Earnings
2. The Pay Check
3. The Household Budget
4. The Wise Buyer
5. Income Tax
6. Insurance
7. Investments

D. Accent/Consumer Education Series available from:
Follett Educational Corporation
1010 W. Washington Blvd.
Chicago, Illinois 60607

A series of six booklets with additional consumer education resources suggested in the Instructor's Guide.

1. Know How to Budget and Buy
2. Insuring Your Life Income and Property
3. Social Insurance
4. The Law For You
5. Understanding Consumer Credit
6. Investing Your Savings
7. Just Married
8. Family of Five
9. On Your Own
10. Head of the Household

Cost: Booklets: 87¢ each
Instructor's Guide: $1.50

E. Primary Paperbacks available from:
Educational Reading Service
320 Rt. #17
Mahwah, New Jersey 07430

1. Bobbie Had A Nickel by Friedman
   Bobbie can't decide what to buy with his nickel. 25
2. Let's Play Store by Windsor
   A new supermarket inspires Sonny to open his own store. 25¢
3. Peter and the Penny Tree by James
   Entertaining story about a boy who plants a "penny" tree. 59¢
4. Two Pesos for Catalina by Kirn
   A little Mexican girl has a wonderful time deciding how to spend two pesos. 60¢
5. Three-Dollar Mule by Bulla
   A boy must choose between a mule he loves and a thoroughbred horse. 60¢
6. Coins by Evans
   Explains the money system and coin collecting as a hobby. 50¢
7. The Moffats by Estes
   The adventures of the Moffat family who have little money but much fun.
8. Let's Explore Our Neighborhood
   a. A Bakery $2.29
   b. Supermarket $2.29
9. Day Joe Went to the Supermarket by Levenson
   Hilarious adventure of a young boy at the supermarke 59¢

F. Intermediate--Wings Book Series available from:

Steck-Vaughn Company
Box 2028
Vaughn Blvd.
Austin, Texas 78767

1. What is Money? (Grades 3-4) by Louise K. Wilcox and Gordon E. Burks Cost: $2.21
2. You and Your Money by Dorothy Gable
   Consumer buying practices and money management are stressed in the adult-oriented "worktext."
   Cost: $1.08
3. Where Does the Money Go? by Hazel Taylor Spitze and Patricia Rotz, "Worktext" format Cost: $1.14
4. Its Your Money, Book 1 and II, $1.20

G. The Story of Money Compiled by Robert Grieve from:
Grossman Publisher
44 West 55th Street
New York, New York 10019
Tells the history of coins and the introduction of paper money
Includes pictures of coins and paper money from various countries.

Cost: $3.95 #670-48522-5

H. Today's Consumer available from:
Homemaking Research Laboratories
Tony, Wisconsin 54563

Math Problems
32 pages of math problems coordinated with Today's Consumer available in packets of 5 books including free teacher's key. $2.15

1. Teacher's Resource Unit on Consumer Education
   Includes ideas for visual aids, bulletin boards, hand-outs and other teaching aids. Cost: 152-page book, $3.65
2. Consumer Study Units
   a. Set 1 (beginning) includes information on values, goals, money management, advertising. buying personal items, Stretching the Dollar, 104-page booklet--$1.35
   b. Set 2 (intermediate) family goals, planned spending, banking, young marriages, consumer gyps, careers and job interviews, 108 pages--$1.35
   c. Set 3 (advanced) financial planning and budgeting, credit, life insurance, the home, everyday expenses, 88 pages--$1.05
   d. Set 4 (advanced) taxes, saving and investing, the automobile, advertising, when you have a complaint, consumer rights and responsibilities, 84 pages--$1.05
   Teacher's Key for study units 1-4, $2.25

I. Our American Coins available from:
Superintendent of Documents
Washington, D.C. 20025

Issued by the Bureau of the Mint. This 24-page booklet tells about coins currently in circulation.

Cost: 25¢, level: 6-16 year olds
Stock #4805-0011

J. Teaching Consumer Education and Financial Planning available from:
Council for Family Financial Education
Twin Towers
Silver Spring, Maryland 20910

Curriculum guide of ideas compiled from teachers and Extension agents. Has many suggestions for student activities as well as suggestions to teachers.

Cost: $6.00 for the manual

K. PROCTOR AND GAMBLE
Professional Services Division
P. O. Box 171
Cincinnati, Ohio 45201
1. On Your Mark... Get Ready... Go Shopping
2. About the Marketplace
3. Let the Buyer Beware

L. PUBLIC AFFAIRS COMMITTEE, INC.
381 Park Avenue South
New York, New York 10016
1. How to S-T-R-E-T-C-H Your M-O-N-E-Y, Vitamins, Food and Your Health, The Responsible Consumer
2. Answers to Questions Parents Ask
3. 1973 Public Affairs Phamplets

M. NATIONAL FOUNDATION FOR CONSUMER CREDIT, INC.
1819 W. Street N.W.
Washington, D. C. 20006
1. Here's How to Get More Value Out of Every Dollar You Earn
2. How Much Credit Can You Afford?
3. How Much Are You Really Worth?
4. Establishing Good Credit
5. Young People of Today, Credit Using Families of Tomorrow
6. The Forms of Credit We Use
7. The Emergency Problem: What To Do About It
8. Measuring and Using Your Credit Capacity
9. Consumer Credit
10. Using Our Credit Intelligently

N. CONSUMER FEDERATION OF AMERICA
Consumer Education Commission
1012 14th St., N.W.
Washington, D.C. 20005
1. Survey of Consumer Education Legislation
2. Teaching Tools for Consumer Education

O. FIRST NATIONAL CITY BANK
399 Park Avenue
New York, New York 10022

1. The Real Secret of Successful Family Financial Management
2. Does Your Money Work as Hard as You Do?
3. How Much Are You Worth Financially? and Are You Building for the Future?
4. "His" and "Her" Money: Facts to Help You Manage Your Family's Dual Income
5. Are There "Best Times" of the Year to Buy a New Car?
6. What Should You Know About Home Furnishings
7. Early Bird Thinking: How to Prepare for Your Retirement with a Sensible Financial Plan
8. Exactly How Much Money Should You Plan to Spend Over the Next Year?
9. How to Check Out Your Health Insurance Plan
10. How to Protect Your Home and Car Against Burglaries
11. How to Control the Costs on a Travel Holiday
12. Planning to Move? Here's How to Hold Down the Cost, Damage and Trauma
13. Are You Buying Home Furnishings? Here's How to Find Your Way Today in a Frankly Hard Field
14. What Should You Know About Your Will?
15. Money Management: How the Experts Take the Pain Out of The Planning
16. Car Operating Costs: You Can Save More Than a Dollar a Day
17. How to Make the Most of Your Checking Account
18. Buying Appliances? Comparison-Shop, How to Avoid Service (and other) Troubles Later
19. Teaching Children How to Manage Money in Today's World
20. How to Write the Letter Nobody Knows How to Write
21. The New Social Security: The Most Common Questions, Complaints and Today's Answers
22. 32 Financial Terms You Ought to Know for Today's Personal Money Management
23. For the College-Bound This Fall: Here's How the Student Loans Look Today
24. Home Painting: The Great American Hobby: How To Make It Worth Your Time and Energy

P. CREDIT UNIONS NATIONAL ASSOCIATION, INC.
Box 431
Madison, Wisconsin

1. A Teacher's Guide to Credit Unions
2. Everybody's Money - 25¢
3. Using Credit Wisely - 75¢
4. Credit Union Yearbook
5. Credit Unions
6. History of the Credit Union Movement
7. Warranties and Guarantees

Q. DEPARTMENT OF HEALTH, EDUCATION AND WELFARE
Public Health Service
Food and Drug Administration
5600 Fishers Lane
Rockville, Maryland 20852

1. Facts from FDA:
   a. Nitrates and Nitrites
   b. Nutrition Labels and U.S. RDA
   c. The New Look in Food Labels
   d. Metric Measures on Nutrition Labels
   e. Self-Medication
   f. Prices and FDA

2. FDA Fact Sheets
   a. Some Questions and Answers About Food Additives
   b. Antibiotics and the Foods You Eat
   c. Food Standards
   d. Nutrition Nonsense and Sense
   e. Facts on Food Labeling
   f. Symbols on Food Labels
   g. How FDA Helps You Get More For Your Food Dollar
   h. Some Questions and Answers About Canned Foods
   i. Fair Packaging and Labeling Act
   j. Consumer Facts on Aspirin
   k. Drug Side Effects
   l. Some Questions and Answers About Medicines
   m. How the Consumer Can Report to FDA
   n. Poison Prevention Packaging Act
   o. We Want You to Know About:
      1. Cosmetics
      2. Impact Resistant Eyeglass Lenses
      3. Prescription Drugs
      4. Labels on Foods
      5. Safe Use of Eye Cosmetics
      6. The Laws Enforced by FDA
      7. Medicines Without Prescriptions
      8. Cooking Utensils
      9. Drugs for Food-Producing Animals
      10. Salmonella and Food Poisoning
   p. FDA Approval of New Drugs
   q. First Facts About Drugs

R. FEDERAL RESERVE SYSTEM
   Washington, D. C. 20580

1. U. S. Currency
2. The New Poverty
3. The Price System
4. Inflation and/or Unemployment
5. The Growth of Government
6. Economic Man vs. Social Man
7. The Balance of Payments
8. Truth in Lending
9. Keeping Our Money Healthy
10. Money and Economic Balance
11. The Story of Checks
12. Checkpoints--How to Write and Use Checks
13. Counterfeit?

S. FEDERAL TRADE COMMISSION
Suite 908, Republic Building
1511 Third Avenue
Seattle, Washington 98101

1. Your Federal Trade Commission: What it Is and What it Does
2. Guides for Advertising Allowances and other Merchandising Payments and Services
3. Guides Against Bait Advertising
4. Guides Against Deceptive Advertising of Guarantees
5. Guides Against Debt Collection Deception
6. Guides Against Deceptive Pricing
7. Trade Regulation Rule Relating to Incandescent Lamps
8. Guides for Labeling, Advertising and Sale of Wigs and Other Hairpieces
9. The Advertising and Labeling Guides
10. Pitfalls to Watch for in Mail Order Insurance Policies
11. Guides for Private Vocational and Home Study Schools
12. Robinson-Patman Act
13. Clayton Act
14. Federal Trade Commission Act
15. Guides Concerning the Use of the Word "Free" and Similar Representations
16. FTC Protects Consumer With Lab Tests
17. District of Columbia Consumer Protection Program
18. Guard Against Phony Ads
19. Fight Back! The Ungentle Art of Self Defense
20. Fight Back! Don't Let the Gyp Artists Get Away With It.
21. The Compariosn Shopper
22. List of Publications
23. Consumer Product Information
24. Protection for the Elderly
25. Look for the Label
26. Mail Order Insurance
27. Unordered Merchandise
28. Freezer Meat Bargains
29. Franchise Business Risks
30. Risks in Raising Chinchillas
31. Speak Up! When You Buy A Car
32. An Act
33. What Truth in Lending Means to You
34. What Can Happen When You Buy on Time
35. The Pocket Guide to Choosing a Vocational School
36. "Sold Out" Supermarket Specials
37. Mail Order Insurance
38. Look for the Label
39. Unordered Merchandise
40. Don't Be Gypped
41. Care Labels

T. U. S. DEPARTMENT OF AGRICULTURE
Cooperative Extension Service
University of Alaska
Fairbanks, Alaska 99701

1. Keeping Food Safe to Eat
2. How to Buy Dairy Products

3. Removing Stains from Fabrics
4. How to Prevent and Remove Mildew
5. Money-Saving Main Dishes
6. Family Fare, A Guide to Good Nutrition
7. How to Use USDA Grades in Buying Foods
8. Milk in Family Meals
9. Conserving the Nutritive Values in Foods
10. Food for the Family with Young Children
11. Nutritive Value in Foods
12. Food for Fitness
13. Eat a Good Breakfast
14. How to Buy Food Lesson Aids for Teachers
15. Labeling
16. Product Protection
17. Botulism
18. Agricultural Price Bargaining
19. The Delaney Clause
20. Food Substances
21. Pesticides
22. Fish Inspection Policy
23. Protection on the Environment
24. The Environment, Pollution and the Canning Industry
25. Water Quality Control

U. OFFICE OF CONSUMER AFFAIRS
Executive Office of the President
Washington, D. C. 20506

1. Guide to Federal Consumer Services
2. "The Professional Shopper"
3. An Approach to Consumer Education for Adults
4. 7 Ways to Reduce Fuel Consumption in Household Heating through Energy Conservation
5. Fire Extinguishers
6. 11 Ways to Reduce Energy Consumption and Increase Comfort in Household Cooling
7. Knock, Knock
8. Be Sure Before You Sign
9. Speak Up! When You Buy a Car
10. Consumer News: Phase 4 Fact Sheet
11. Consumer Product Information (Release)
12. The President's Consumer Message (Release)

V. COUNCIL OF BETTER BUSINESS BUREAUS
1150 17th St. N.W.
Washington, D.C. 20036

1. Tip Sheets
   a. 311-01245 Appliance Service
   b. 311-01206 Bait and Switch
   c. 311-01211 Buying by Mail
   d. 311-01283 Buying On Time
   e. 311-01292 Car Care on the Road
   f. 311-01248 Guarantees and Warranties
   g. 311-10286 Shade Trees

2. Fact Sheets
   a. 311-03201 Central Air Conditioning
   b. 311-03232 Computer Careers
   c. 311-03202 Executive Search
   d. 311-03255 Franchising
   e. 311-03238 Health Insurance
   f. 311-03250 Hearing Aids
   g. 311-03203 Home Appliances
   h. 311-93150 Home Buyer's Guide
   i. 311-03218 Investment Companies
   j. 311-03223 Life Insurance Companies
   k. 311-03227 Mobile Homes
   l. 311-03251 Savings
   m. 311-03235 Shopping for Food

3. Other Publications
   a. 311-22299 Better Business Bureaus Prepare for Action reprint-"Changing Times"
   b. 311-22296 History and Tradition of the BBB
   c. 311-22214 This is the Council of the Better Business Bureaus
   d. 311-22105 What is a Better Business Bureau
   e. 311-22124 Four Reasons Why

4. Information Phamplets
   a. 311-02224 Audio Products
   b. 311-02247 Buying Used Cars
   c. 311-02230 Carpets and Rugs
   d. 311-02221 Drycleaning
   e. 311-02293 Encyclopedias
   f. 311-02216 Home Fire Protection
   g. 311-02105 Home Improvements
   h. 311-22106 Home Improvements (Spanish)
   i. 311-02229 Home Study Schools
   j. 311-02219 Mail Order Profit Mirages
   k. 311-92228 Moving
   l. 311-02239 Multi-Level Selling Plans
   m. 311-02111 Multi Level Selling Plans (Spanish)
   n. 311-02207 Refunds and Exchanges
   o. 311-02244 Renting A Car
   p. 311-02256 Roof Coatings
   q. 311-92259 Room Air Conditioners
   r. 311-02208 Sales Contracts
   s. 311-02108 Sales Contracts (Spanish)
   t. 311-02268 Slide Projectors
   u. 311-02220 Tape Recorders and Players
   v. 311-02225 Television Sets
   w. 311-02266 Water Conditioners
   x. 311-02204 Work-at-Home Schemes
   y. 311-02109 Work-at-Home Schemes (Spanish)
   z. 311-90257 Truth in Lending
   aa. 311-90110 Truth in Lending (Spanish)
   bb. 311-25125 Code of Advertising
   cc. 311-25127 Advertising Standards - Men's & Boy's Apparel
   dd. 311-94115 Consumer's Buying Guide

W. OTHER BOOKLETS AVAILABLE

1. Regional Center for Family Financial Education
   Indiana State University
   Terre Haute, Indiana 47809
   a. A Glossary of Terms in Family Finance and Consumer Education (25¢ in quantity, 1 copy free)
   b. List of Other Publications Available
2. United Automobile Workers Educational Department
   8000 E. Jefferson Ave.
   Detroit, Michigan 48214
   a. Let the Buyer Beware (25¢, 1969)
3. Essandess Special Editions
   1 W. 39th Street
   New York, New York 10018
   a. "How to Manage Your Money" ($1.00, 1967)
4. Good Reading Communications, Inc.
   505 Eighth Avenue
   New York, New York 10018
   a. Action Fact: A Guide to Wise Buying (25¢, 1968)
5. Pine Tree Legal Services
   158 Danforth St.
   Portland, Maine 04101
   a. Buyer's Guide to the Law: Contracts and Consumer Frauds, by H. Reben, M. West ($1.00, 1971)
6. J. C. Penney Company
   Educational Consumer Relations
   1301 Avenue of the Americas
   New York, New York 10038
   a. "Forum Magazine"
      1. "Updating Consumerism" F/W '72
      2. "Consumer Behavior - What Influences It?" 5/5 '71
      3. "The Role of Consumer Education" F/W '68
   b. "Insights into Consumerism"
      1. "Women and Retail Credit" ($1.70 each)
      2. "Understanding Advertising" ($1.25 each)
      3. "Understanding Today's Economy" $1.25 each)
7. Office of Economic Opportunity
   Executive Office of the President
   Washington, D. C. 20506
   a. National Directory of Services for the Low-Income Consumer, 1973 (Free)
8. Agricultural Extension Service
   Texas A & M
   College Station, Texas 77843
   a. Unit Pricing and Open Dating Consumers Guide to the Food Store, 1973 (One Copy Free)
8. Institute of Life Insurance
   227 Park Avenue
   New York, New York 10017
   a. "The Family Money Manager" (How to Plan Your Spending and Saving)
9. Money Management Institute
   Household Finance Corporation
   Prudential Plaza
   Chicago, Illinois 60601

a. "Money Management Booklets"
   1. Reaching Your Financial Goals (30¢ each)
   2. It's Your Credit - Manage It Wisely (50¢ each)
   3. Children's Spending (25¢ each)

10. Ginn and Company
    2550 Hanover Street
    Palo Alto, California 94304
    a. "You Are A Consumer" ($2.67 each) Grades: 7-9
    b. Dress Well for Little Money
    c. Buying Appliances
    d. What's Good Furniture
    e. Refunds and Exchanges
    f. Be Sharp! Don't Be Cheated!
       ($4.98 for set, designed for economically and educationally disadvantaged)
11. Sears, Roebuck and Company
    Department 703, Public Relations
    Sears Tower
    Chicago, Illinois 60684
    a. "Kaleidoscope" (Quarterly publication on teaching ideas, materials-deals with current topics of interest) Free, Ask to be put on the mailing li
    b. "Using Retail Credit"
    c. "Facts and Figures about Revolving Credit" (One copy free, 20 booklets for $1.00)
12. Consumer Services
    Sperry and Hutchinson Co.
    P. O. Box 935
    Fort Worth, Texas 76101
    a. "Youth in the Marketplace" (25¢)
    b. "How to Be a Better Shopper" (50¢)
13. MONEY
    Time Life Building
    541 N. Fairbanks Court
    Chicago, Illinois 60611
    a. "Courses for Young Consumers" by Grace W. Weinstein (March 1974, MONEY)
14. Regional Center for Family Financial Education
    Indiana State University
    Terre Haute, Indiana 47809
    a. "A Glossary of Terms in Family Finance and Consumer Education" by Larry D. Colemen (1973, .20 pp, single copy free, multiple copies .25 each)
15. The Balance Sheet
    Southwestern Publishing Co.
    5161 Madison Road
    Cincinnati, Ohio 45227
    a. "A Creed for Consumer Educators" (Dec. 1973, Jan. Issue Free)

16. Food and Drug Administration
U. S. Department of Health, Education and Welfare
5600 Fishers Lane
Rockville, Maryland 20852

A. Consumer Memos

1. Quackery
2. Careers in FDA
3. Enforcing the Food, Drug and Cosmetic Act
4. Bibliography
5. Glazes and Decals on Dinnerware
6. Some Questions and Answers About Food Additives
7. Facts about Meat Tenderizers and Monosodium Glutamate (MSG)
8. Food Colors (Food Additives)
9. BHT and BHA as Food Additives
10. Nutrition Labeling - Terms You Should Know
11. Facts About Food Poisoning
12. Cosmetics
13. Facts About "Tanning" Products
14. Laws Enforced by FDA
15. Food Safety in the Kitchen
16. Protecting Your Family from Foodborne Illness
17. Labels on Medicines
18. Adverse Reactions to Medicines
19. Prescription Drugs
20. Diagnostic X Rays
21. Microwave Oven Radiation
22. Impact Resistant Eyeglass Lenses

VI. BOOKS

A. "Consumer in the Marketplace" available from:
Pitman Publishing Company
6 East 43rd Street
New York, New York 10017

Cost: $5.50

B. Living in a Consumer's World
by Milton Finkelstein
Arthur Nitzburg
available from:

Globe Book Company
175 5th Avenue
New York, New York 10010

Cost: $5.60 for 405 page book (1974)
(Level: Junior and Senior High)

C. The Intelligent Consumer
by C. B. Weatherbee
available from:

E. P. Dutton & Company
201 Park Avenue So.
New York, New York 10003

Amusingly written--down to earth.

Cost: $10.95 (1973)

D. The Consumer's World
by E. Thomas Garman
& Sidney W. Eckert
available from:

McGraw-Hill Book Co.
1221 Avenue of the Americas
New York, New York 10020

Cost: $9.50 (1974, 451 pages)
Practicum of 221 pages for students available at $3.75 instructors manual available.

E. Consumer Education Series
available from:

Academic Paperbacks
Saw Mill Road
West Haven, Connecticut 06516

1. A Place to Live
2. Government Services for Consumers
3. The Teenager and His Family

4. Viewing Your Career
5. Consumer Purchasing
6. Majority at 18
7. Health and Leisure
8. Car Purchase & Maintenance
9. Dollar Power

F. Consumerism: Search for the Consumer Interest
ed. D. Aaker, G. S. Day
available from:

MacMillan Publishing Co.
866 3rd Avenue
New York, New York 10022

Cost: $5.95, paper (1974) (2nd edition)

G. The Consumer in American Society: Personal and Family Finance, by Anch Troelstrup
available from:

McGraw-Hill
1221 Avenue of the Americas
New York, New York 10021

Cost: $10.50 (1974)

H. Consumer Behavior by J. Engel, D. Kollat, Roger Blackwell
available from:

Holt, Rhinehart & Winston, Inc.
383 Madison Avenue
New York, New York 10017

Cost: $13.00 (1973)

I. Health Foods: Facts and Fakes, by Sidney Margolius
available from:

Walker Publishing Co.
720 Fifth Avenue
New York, New York 10019

Cost: $6.95 (1973)

J. The Supermarket Handbook: Access to Whole Foods, by N. & D. Goldbeck
available from:

Harper and Row
10 East 53rd St.
New York, New York 10022

Attempts to bridge gap between "health foods" and processed foods using supermarket goods to the best advantage.

Cost: $7.95 (1973)

K. Supermarket Counter Power: The Intelligent Food Shopper's Guide to Eating Better for Less Money
by A. D. Shell
available from:

Warner Paperback Library
315 Park Avenue
New York, New York 10010

Cost: $1.25
(1973)

L. The Supermarket Survival Manual, by Judy Kemp
available from:

Books for Better Living
21322 Lasser St.
Chatsworth, California 91311

Written in "down to earth" manner.

Cost: $1.25 (1973)

M. Consumer's Guide to Prescription Prices
by William Gulick
available from:

Consumer Age Press
P. O. Box 279
Syracuse, New York 13214

Cost: Paper: $3.95
Hard: $7.95
(1973)

VII. RECORDS AND TAPES

A. All About Money (Miller Brody Production) available from:
Urban Media Materials
212 Mineola Avenue
Roslyn Heights, New York 11577

Cost: $4.95 MB #1006 record
$4.95 MB #1006 cassette

Simple lyrics set to music about cavemen who didn't need to earn money before spending.

B. Consumer Skills (Series)
6 cassettes with worksheets and teacher's guide available from:
3M Company
Mincom Division
3M Center
St. Paul, Minnesota 55101

Level: Grades 10-12

Length: 18-20 minutes

Includes intelligent buying and money handling, deceptive advertising, "truth-in-lending" laws contract language, pricing, brand names, student-made budgets.

Cat. #C5635-5640 $7.95 for each cassette

1. Wise Consumer Spending
2. The Consumer and Credit
3. The Consumer and Saving
4. Adventure in Consumerland
5. The Consumer and Experts
6. The Consumer and Cars

C. Teaching Tapes--Working with Money available from:
Learning Arts
P. O. Box 917
Wichita, Kansas 67201

(Tapes or cassettes) tapes come with student worksheets and teacher's guide

1. Recognition of Coins and Dollars (grades 1-3) #5601 $7.95
2. Understanding Money Values (grades 2-4) #5602 $7.95
3. Addition: Dollars and Cents (grades 3-5) #5603 $7.95
4. Subtraction: Dollars and Cents (grades 3-5) #5604 $7.95
5. How Much Change (grades 2-4) #5605 $7.95

6. Using What You Know (grades 2-4) #5606
Set of all Six Tapes (or cassette) $47.50

D. Consumer Business Tapes available from:
McGraw-Hill
College Division
13th Floor
330 W. 42nd St.
New York, New York 10036

1. The Client and the Ad Agency, 20 minutes, discussion of the relationship between a client and the ad agency and the responsibilities of each. Cat. #75510 Cost: $11.00
2. Consumer Finance as a Career, explains this career field from point of the manager of a large office. Includes analysis of the type of individual who would be advised to consider this area of business, 20 minutes. Cat. #75428 Cost: $11.00
3. People Love to Buy, suggests certain techniques that make people more willing to buy, 30 minutes, cat. #75530 Cost: $11.00

E. Let's Imagine Going Places (series) available from:
Listening Library
1 Park Avenue
Old Greenwich, Connecticut 06870

Level: Kindergarten-grade 3
Cost: EY 168CX set of 10 cassettes $49.95
Single Cassette $5.00

Children learn about community places:
1. The Library
2. Hospital
3. Fire Station
4. Supermarket
5. Sanitation Department
6. Police Station
7. Post Office
8. Bakery
9. School
10. Bank

F. Creative Patterns available from:
Society for Visual Education, Inc.
1345 Diversey Parkway
Chicago, Illinois 60614

Cost: L7-R Set of 2 records $11.90
L7-CT 2 tape cassettes $15.80

To encourage creativity and help primary level youngsters to become aware of their environment. Includes friends; color games; Guess Who? The Department Store; the Department Store Inside;

the Picture of a Dollar; How Many Have You Got?, What Can We Say?

G. Real Sounds Recordings available from:
Audio Visual Division
Educational Reading Service
320 Rt. #7
Mahwah, New Jersey 07430

1. Downtown Story--A trip in song and story to the department store and supermarket.
Cost: $4.25
Level: All grades
2. The Laundry and the Bakery Story--A visit to the laundry and bakery.
Cost: $4.25
Level: Grades (All)

H. Consumer Career Tapes

Cost: $79.50 Order #5-1002
Level: Grades 6-12

Ten cassette tapes each containing 2 interviews with persons in consumer oriented occupations. Each interviewee explains the requirements of the job, job possibilities in the future and why he chose the job.

Interview Topics are:
1. Baker/Barber
2. Bartender/Bridge and Tunnel Officer
3. Butcher & Meat Cutter/Cook
4. Fireman/Gardener
5. Hairdresser/Mail Carrier
6. Mortician/Parking Attendant
7. Police Officer/Presser
8. Security Gaurd/Shoemaker
9. Sign Painter/TV Repairman
10. Waiter/Window Washer

I. "Avoiding Deceptive Selling Practices" available from:
Association of Home Appliance Manufacturers
20 N. Wacker Dr.
Chicago, Illinois

Cost: $2.50

VIII. TEACHING UNITS, GUIDELINES AND BIBLIOGRAPHIES

A. Teaching Units

1. "Mobile Homes, A Teaching Unit" available from:
   Publication Sales
   Mobile Home Manufacturers Association
   Box 201
   14650 Lee Road
   Chantilly, Virginia 22021

   Cost: $1.35 (1971, included in the Mobile Housing Resources Package)

2. "Two Week Basic Teaching Unit on Consumer Credit" available from:
   Educational Service Division
   National Consumer Finance Association
   1000 Sixteenth St., N.W.
   Washington, D.C. 20036

   Cost: Must Write for Price

3. "HELPS" available from:
   American Home Economics Association
   AHEA Sales Office
   2010 Massachusetts Ave., N.W.
   Washington, D. C. 20036

   Cost: $2.00 each (A variety of topics on consumer education; write for a listing of available HELPS packages)

B. Guidelines

1. "Consumer Education Programmed Learning Instruction Booklets" available from:
   Delta Pi Epsilon National Office
   Gustavus Adolphus College
   St. Peter, Minnesota 56082

   Cost: $7.50 a set (9 booklets)

2. "Consumer Protection in Postsecondary Education: Program Handbook" available from:
   Education Commission of the States
   1860 Lincoln St.
   Denver, Colorado 80203

   Cost: $2.00

3. The Doing Book: An Experimental Approach to Consumer Education, by Bliss, Hiss, Kamins McIntyre available from:
   Middlesex Community College
   Division of Continuing Education
   Springs Road
   Bedford, Massachusetts 01730
   Cost: $3.50 1973

4. Consumer Education Nights available from:
   Office of the Superintendent of Public Instruction
   316 S. 2nd Street
   Springfield, Illinois 62706

   Cost: Free 1973

5. "Your Guide for Teaching Money Management"
   available from:
   Money Management Institute
   Household Finance Corporation
   Prudential Plaza
   Chicago, Illinois 60601

   Cost: .25 each

6. "Consumer Education Materials Project"
   available from:
   Consumers Union
   ESD
   Orangeburg, New York 10962

   a. Early Childhood Consumer Education
   b. Elementary
   c. Secondary Level
   d. Consumer Education in Jr. and Community Colleg
      Postsecondary Vocation and Technical Institu-
      tions, available from
   e. Adult Consumer Education in the Community
   f. Preparing the Consumer Educator

7. "A Department Store in the Classroom"
   available from:
   Consumer Information Service
   Dept. 703, Public Relations
   Sears, Roebuck and Company
   303 E. Ohio Street
   Chicago, Illinois 60611

   Cost: One Copy Free ($1.00 each) Guidelines to using the catalog in the classroom.

8. "Consumer Education/Age for Adaption"
   available from:
   Consumer Information Services
   (address same as above)

   Cost: One Copy Free ($2.00 each)

C. Bibliographies

1. Supplementary Consumer Bibliography
   by Stewart Lee, available from:
   Geneva College
   Beaver Fall, Pennsylvania 15010

   Cost: $1.00 1970

2. "Selected Audio Visual Materials for Consumer Education"
available from:
Vocational Technical Curriculum Laboratory
Building 4103 - Kilmer College
Rutgers University
New Brunswick, New Jersey 08903

Cost: $1.00 1971

3. Consumer Education Bibliography available from:
Dr. Elsie Fetterman
Co-op Extension
University of Connecticut
Storrs, Connecticut 06268

Cost: Free

4. Complaint Directory for Consumers
and
Bibliography for Consumers
both available from:
Everybody's Money
Box 431
Madison, Wisconsin 53701

Cost: $1.00 each

5. Consumer Education Bibliography
available from:
Superintendent of Documents
U. S. Government Printing Office
Washington, D. C. (order $1.00 each)

One copy available free from:
Office of Consumer Affairs
New Executive Office Building
Washington, D. C.

6. Government Consumer Publications Price List
U. S. Government Printing Office
Washington, D. C. 20402

Cost: Free from Extension Service
Distributed Quarterly

7. "An Annotated Bibliography of Games and Simulations in Consumer Education" available from:
Department of Instruction
Adult and Continuing Education Section
316 South Second Street
Springfield, Illinois

Cost: N/A

8. Consumer Education Resources available from:
Michigan Consumer Education Center
Eastern Michigan University
Ypsilanti, Michigan 48197

Cost: N/A

9. "Vocational Instructional Materials for Home Economics" available from Federal Agencies"
Northwest Regional Educational Laboratory
500 Lindsay Bldg.
710 S. W. Second Avenue
Portland, Oregon 97204

10. "Food Industry Sourcebook for Communication"
National Canners Association
1133 20th St., N.W.
Washington, D. C. 20036

Cost: $20.00 1971

IX. GAMES AND OTHER TEACHING AIDS

A. Pink Pebbles--A Game About How Money Began available from:
Education Ventures, Inc.
209 Court Street
Middletown, Connecticut 06457

Cost: $8.00

This learning activity is in a board-game format. Player begin as primitive farmers and proceed through seven levels until a winner is identified. Kit comes with a 4-page teaching guide which explains the rules, a brief history of money, elaboration of economic concepts involved in the game and suggestions for post-game discussions.

B. Simulation Games available from:
Western Publishing Co., Inc.
School and Library Department
150 Parish Drive
Wayne, New Jersey 07470

1. Ghetto $24.00
2. Consumer $30.00
3. Economic System $25.00
4. The Guide to Simulation Games $15.00

C. Alva Replica Money Kit available from:
Time/Life Education
Box 834
Radio City Station
New York, New York 10019

Cost: $35.00

The origins and development of money. Includes two replicas each of coins from Athens, Corinth, Macedonia, Rome and Israel; an African Ashanti goldweight; two replicas of Chinese Knife Money; two printed replicas of a twenty dollar note issued by the Continental Congress.

The teacher's manual and student programs explain the barter system and early forms of money. Emphasis is placed on the role which money has played in promoting commerce and how it has historically mirrored its socila and political environment. A wall chart on evaluation of money is included.

D. Count Your Change Game available from:
School Service Company
647 So. La Brea Avenue
Los Angeles, California 90036

Object of the game is to make change for a dollar. Teaches children the various coin combinations that equal one dollar. For 2-8 players. Milton Bradley, Cat#7635.

D. Playtrays Currency Set available from:
Dick Blick
P. O. Box 1267
Galesburg, Illinois 61401

Cost: #C-2370500 Playtrays Currency Set $15.90
#C-2370400 Currency Cards Only $ 6.90

Matching and classification game; full color pictures of real U. S. Coins. Set includes: 40 three-inch square plastic coin cards and 6 hardwood playtrays.

E. Supermarket Puzzle available from:
Audio-Visual Division
Educational Reading Service
320 Rt. #17
Mahwah, New Jersey 07430

Cost: $2.00 (30 pieces, realistic shopping)

F. Blank Checks available from:
Paul S. Amidon & Association, Inc.
5408 Chicago Avenue So.
Minneapolis, Minnesota 55417

Cost: $4.95

Package of 500 sample checks printed on actual check paper to give students a chance to practice writing checks using these sample checks.

G. "Charge" available from:
Paul S. Amidon & Associates, Inc.
5408 Chicago Avenue So.
Minneapolis, Minnesota 55417

Cost: Complete set $15.00 (Grades 10-12)

H. "A Teacher's Ready-to-Use Packet of General Business Subjects and Consumer Education Crossword Puzzles" (one also on make a word puzzles) available from:
Dr. Peter Yacyk
Rider College
Trenton, New Jersey 08602

Cost: $4.00
15 Puzzles (1974)

I. Educomp Machine available from:
Marketing Department
Attn: Don Larson
Anoka Ramsey Junior College
11200 Mississippi Blvd.
Coon Rapids, Minnesota 55433

Cost: $4.95

Simple plastic teaching machine with a battery. A light in the center comes on when the items in the 2 columns are correctly matched. Includes printed cards in a variety of topics including metric system equivalents and consumer behavior. Extension agents and teachers can develop their own cards of matching terms. Developed as a marketing class project.

J. "Games and Simulations for Teaching Economics"
Joint Council on Economic Education
1212 Avenue of the Americas
New York, New York 10036

Cost: $4.00
Listing of 92 games for use at the elementary level and secondary school level.

K. "Sharp Shopper" available from:
Gillum Book Co.
Box 4504
Kansas City, Missouri 64124

Cost: $5.00

L. "Family Decisions" available from:
Washington State University
Cooperative Extension Service
Pullman, Washington 99163

Cost: $6.00